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## Exploration and Practice of Integrated Development in Publishing Houses: Postprint

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### Abstract

The advancement of information technology has profoundly impacted the development of various industries. The publishing sector is no exception, as traditional print media have long failed to meet public demands. In recent years, publishing houses have continuously explored novel approaches within the framework of integrated publishing development, endeavoring to identify a viable path for their transformation and growth. This article provides a concise analysis of several prevailing models of publishing integration, with the aspiration that readers may derive inspiration, draw lessons from successful cases, and subsequently apply these insights to their professional practice.

### Full Text

## Exploration and Practice of Integrated Development in Publishing Houses

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**Abstract:** The development of information technology has profoundly impacted industries across the board, and publishing is no exception. Traditional print media can no longer meet public demand, prompting publishing houses to continuously experiment with new methods in integrated development over recent years, seeking a transformation path suited to their needs. This paper analyzes several popular models of integrated publishing currently employed by publishing houses, hoping to inspire readers to draw lessons from successful cases and apply them to their own practice.

**Keywords:** publishing integration; Internet Plus; new media; themed publishing

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From traditional publishing to digital publishing and then to integrated publishing, internet technology has continuously driven transformation and upgrading in the publishing industry. Deepening transformation and integrated development represented a major project for China's press and publication industry during the 13th Five-Year Plan period [?]. The initiative consistently promotes deep integration between traditional and emerging publishing, encouraging and guiding publishing units to vigorously implement digitalization strategies. In the educational publishing sector, publishing units are encouraged to develop digital education service platforms and high-quality digital resource libraries, offering holistic solutions for regional needs. In the trade publishing sector, they are urged to creatively develop new content and marketing channels based on existing resources. For professional and academic publishing, integration of resources and collaboration with technology companies to develop specialized knowledge products is recommended. In children's publishing, the development of audiobooks is encouraged, with high-quality children's literature at the core to create new IP. Driven by national policy, various publishing institutions have been continuously striving for transformation, upgrading, and integrated development.

In recent years, the emergence of new media platforms such as Weibo, Toutiao, WeChat, Douyin, and Kuaishou has fundamentally changed readers' reading habits and consumption concepts. The development of mobile internet and short videos has delivered a massive impact on traditional reading and online video. In the 5G era, as an indispensable part of the media ecosystem, the publishing industry has bravely experimented with transformation, leveraging internet technology to continuously innovate and advance integrated publishing. Several new integrated publishing models have emerged.

## 1. Leveraging Live Streaming and Short Videos to Create New Marketing Models

The advent of 5G has dramatically increased data transmission speeds, enabling video content that presents rich information, enhances user engagement, and improves user experience to rise rapidly. The COVID-19 pandemic in early 2020 ignited short video and live-streaming sales, gradually establishing new consumption scenarios in the digital age and giving birth to a new marketing model: short video and live-streaming "influencer marketing." This new model enables precise targeting and rapidly stimulates users' purchasing desire.

Live-streaming "influencer marketing" essentially aims to sell books. Through

short videos and live streaming, detailed book content can be presented to readers simply, quickly, and intuitively. Internet technology allows seamless communication between viewers and hosts, rapidly achieving breakthroughs in book sales. An early typical example involved renowned economist Xue Zhaofeng appearing on a live stream, which sold 80,000 copies of *Xue Zhaofeng's Economics Lectures* in just 30 minutes. While fan traffic in live streams is important, content remains paramount for book products.

Short video and live-stream marketing is direct, vivid, and personalized, enabling online communication and interaction that creates seamless connections with readers. This new experience differs completely from previous shopping experiences, as anyone can host a live stream and develop their own distinctive style. Both editors and authors can become live-stream hosts. During live broadcasts, authors can share not only book content but also their creative experiences to attract readers. For instance, Hunan TV host Zhang Dandan sold 2,000 copies of her new book *Mom Always Has a Way* in two hours on Kuaishou, with nearly all viewers making purchases. At the 30th National Book Expo in 2021, the phenomenon of “a host every five steps” emerged, with live-stream rooms becoming standard fixtures at book fairs. The weight of “live streaming” in book expos has grown increasingly significant, permeating the publishing industry and influencing topic selection, distribution, marketing, and pricing.

Beyond live streaming, short video marketing has also risen rapidly through platforms like Douyin, Kuaishou, and Toutiao. Publishing houses can have editors open personal accounts on Douyin or Kuaishou, using humorous or storytelling approaches for marketing. They can also promote products officially to increase exposure and enhance brand influence. Everyone can become a self-media promoter of products through short videos, and using short videos to drive traffic to live streams represents an effective promotional strategy.

Short video and live-stream marketing has profoundly impacted the publishing industry, but not all publishing houses or book types are suited to this new marketing approach. Publishing institutions must combine their product advantages and market positioning to select appropriate products for short video and live-stream marketing. Moreover, short video and live-stream creation differs from graphic creation; planning editors must study deeply to master these techniques. Additionally, they must combine good content creation, which places higher demands on editorial capabilities. Success requires standing from the readers' perspective in live-stream product selection, scripting, and short video promotion to capture readers' hearts.

## 2. Building Online Education Platforms to Expand Toward Educational Informatization

The rise of online education reflects people's thirst for knowledge. Individuals across industries can find desired courses online, and high-quality learning resources are no longer exclusive to a select few. Increasingly renowned teachers

and corporate institutions are building their own online education platforms. Online education breaks distance constraints, saves time costs, and offers transparent course content that can be replayed multiple times, gaining favor among more people.

In early 2020, the “Suspending Classes Without Stopping Learning” initiative pushed online education to its climax. Beijing Language and Culture University Press launched online live courses for language learning and organized experts to conduct 12 live sessions for IELTS preparation. Beyond brand promotion, live streaming can drive book sales and accumulate rich content resources and user data for publishing houses.

The key to live courses lies in developing knowledge service products. Publishing houses can invite nationally renowned authors, scholars, and special-grade teachers to interpret world literary classics; hire exam 命题 experts to explain test points; or engage famous parenting experts to teach child-rearing knowledge. Using the internet as a carrier and emerging communication methods with online-offline interaction, publishing houses must identify their positioning and develop different products for different customer needs to satisfy various scenarios, actively exploring “Internet Plus Education.”

Beyond online courses, there are knowledge payment platforms. These platforms process information and knowledge through certain models to generate profit. After their emergence, knowledge payment platforms initially developed rapidly, but during high-speed growth, problems emerged such as homogenized content, poor user experience, and singular profit promotion models. These issues caused development to hit bottlenecks. However, some high-quality platforms accumulated large user bases early on and continuously improved customer experience, achieving relatively stable development after market consolidation. Examples include traffic-based platforms like Zhihu, Dedao, and Fenda, as well as tool-based platforms like Xiaotong and Duanshu.

### 3.1 Modern Paper Books

“Modern paper books” are a new concept based on the RAYS system, representing modern print publications with “interactive” functions [?]. By scanning QR codes in books, readers can periodically access more and better content. This approach increases book added value while using QR codes as an interface to effectively aggregate users, establish targeted user groups, and lay foundations for user data analysis. Editors can also analyze reader preferences through the system backend and continuously push precise content resources to readers, providing good service while opening new business models.

Shanxi Education Publishing House prints QR codes on books about the high school entrance examination, placing related electronic resources on RAYS servers. Readers scanning the codes can access digital resources matching the books, and server content can be continuously updated with additional paid

resources. This not only meets diverse user needs but also increases online revenue.

### 3.2 Audiobooks

Audiobooks represent a highly promising segment for publishing houses. The most direct and fastest monetization method involves selling copyrights directly to audio content platforms, with the platform handling operations and the publishing house avoiding recording costs. Alternatively, publishing houses can collaborate with narrators themselves, authorize the completed audiobooks to audio platforms, and share profits. Popular listening apps include Lazy Audiobook and Himalaya. As the audiobook market gradually saturates, many audio platforms are consciously seeking breakthroughs by segmenting and repositioning markets. Publishing houses select well-known authors or bestsellers to create audio products.

Shanxi Chunqiu Electronic Audio-Video Publishing House holds digital rights to several Liu Cixin novels, including *The Wandering Earth*. Leveraging the film's popularity, they collaborated with Himalaya to create *Liu Cixin's Classic Works Collection*, inviting famous actor Yu Hwei and performing artist Wang Mingjun to narrate, achieving over 3 million on-demand plays. In children's audiobooks, series like *The Magic School Bus* and *Mi Xiaoquan Goes to School* have also achieved considerable on-demand volumes on Himalaya.

### 3.3 Rich Media E-books

Rich media e-books build upon traditional e-books by integrating audio, video, animation, and other multimedia resources through internet technology. In terms of product form and characteristics, rich media e-books emphasize user experience and offer stronger interactivity than traditional e-books, significantly enhancing functionality [?]. The e-books created by People's Medical Publishing House incorporate images, audio, and video resources on top of print versions, providing interactive self-test questions to deliver a smooth reading experience.

### 3.4 Resource Payment Platforms

In 2018, the Ministry of Education issued the *Education Informatization 2.0 Action Plan*, which pointed out the need to use big data technology to gather abundant, high-quality online teaching and research resources, providing learners with massive, high-quality resource services [?]. The 5G era will accelerate the education informatization process, and the rapid development of "Internet Plus Education" makes the co-construction and sharing of high-quality resources possible. Many educational publishing houses integrate their high-quality educational resources to build their own resource platforms, launching digital resource service platforms for broader education to promote educational equity and enable underdeveloped regions to access high-quality resources.

Shanxi Education Publishing House's "Wendao Network" leverages 30 years of accumulated experts and author teams serving education. Resources on "Wendao Network" are available to all teachers and students in Shanxi, representing a localized educational resource website. Beyond providing resources, the platform enables online teaching research and paperless lesson preparation. In 2020, "Wendao Network" actively responded to the "Suspending Classes Without Stopping Learning" initiative, opening all digital teaching resources free to teachers and students across Shanxi and providing download channels for public primary and secondary school supplementary materials.

Noteworthy resource payment platforms also include database platforms that standardize and process certain categories of raw data or materials to form professional database platforms facilitating user search and knowledge retrieval. Shanghai Jiao Tong University Press has created databases like the "*Tokyo Trials*" Literature Database, *Jewish Refugees and Shanghai Database*, and *Chinese Local Historical Literature Database*. The Commercial Press created the *Complete Collection of Chinese Design Database*, and Shanxi Education Publishing House built the *Yu Yi Educational Thought Literature Database*. These present rich professional knowledge through graphics, text, video, and audio, offering strong specialization and high targeting with relatively concentrated user bases.

#### 4. Applying Integration Concepts to Themed Publishing

Themed publishing reflects national cultural will and advocated directions, embodying core socialist values and powerfully coordinating with the Party and state's thematic priorities in different periods. Each era has its own themes, and expressing these themes is the responsibility of literary and artistic workers in the new era. Most people consider themed publishing a relatively sensitive field where comprehensive, multimedia development seems impossible. Practice has proven this notion wrong; information technology development enables multi-dimensional development of related topics.

Integrating themed publishing products with databases leverages database retrieval technology and data standardization advantages, making themed publishing product contexts more intuitive and clear. Similar thematic content resources can be classified and summarized to form specialized resource databases, and many publishers have actively experimented in related fields. For example, based on the *Approachable: The Power of Xi Jinping's Language* series, Shanghai Jiao Tong University Press developed the "Approachable: The Power of Xi Jinping's Language" micro-database.

The emergence of audiobooks and micro-videos provides strong support for making print book text audible and visual, making themed publishing more grounded. Additionally, the "Xuexi Qiangguo" (Study China) platform offers a massive reading and learning platform for many themed publishing directions. Works on topics like the "Chinese Dream," "Chinese Stories," "Core Socialist Values," and related Party and military history all possess further development

potential [?].

In an era of accelerated integration between traditional and emerging media, themed publishing must keep pace with the times, emancipate minds, and integrate innovation through “Internet Plus” thinking. In recent years, Shanxi Education Publishing House has successively published books on themes such as the 70th anniversary of the PRC, building a moderately prosperous society in all respects, poverty alleviation, and the 100th anniversary of the Communist Party of China, including *Shanxi Heroes*, *Letters from Shanxi Revolutionary Martyrs*, *I Love Tiananmen Square*, *I Live on Jiefang Road*, *Red Letters: The Original Aspiration of Communist Party Members*, *My Party Branch*, and *Red Marks in Shanxi*. These were widely promoted through WeChat, television, radio, Douyin, and other media, with QR codes printed in the books to scan and view hero stories or listen to audio, allowing readers to trace red memories and revisit revolutionary history. Using technology as a means and integrating traditional publishing with new media, the voice of the era and heroic deeds are fully displayed, speaking for the times. Themed publishing has formed a scale effect and attracted widespread attention.

The core of publishing is content, and content is also the core of reader consumption. Regardless of how times change, “content is king” remains true. The top priority in promoting deep publishing integration is strengthening content construction, deeply mining existing resources, supplementing scarce resources, and creatively developing truly valuable content. Furthermore, publishing units must strengthen brand building, effectively utilize various new media means to create three-dimensional, comprehensive brand marketing matrices, and continuously enhance their social and economic benefits. Of course, publishing house editors must actively adapt to new technologies and publishing environment changes, strictly demand themselves, keep pace with the times, and while focusing on content, rely on new technologies and media means to continuously improve themselves to seek innovative publishing development. They must leverage innovation as a driving force, give publishing internet wings, integrate industrial resources around “Internet Plus Publishing,” and provide multi-dimensional services for authors and readers.

In summary, in the internet era where traffic economy reigns supreme, only by emphasizing the combination of content and technology and continuously strengthening internet thinking can we effectively promote deep integration between traditional and emerging publishing in content, platforms, marketing, and other aspects.

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*Note: Figure translations are in progress. See original paper for figures.*

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